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SOUTHERN DISTRICT OF CALIFORNIA
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Attorneys for HANSEN BEVERAGE COMPANY

UNITED STATES DISTRICT COURT

SOUTHERN DISTRICT OF CALIFORNIA

HANSEN BEVERAGE COMPANY, a Delaware corporation,

Plaintiff,

v.

VITAL PHARMACEUTICAL, INC. aka VPX, a Florida corporation,

Defendant.

CASE NO. '08 CV 1545 WQH BLM

NOTICE OF RELATED CASES

[Local Rule 40.1e]

PLEASE TAKE NOTICE that the following case, pending in the United States District Court, Southern District of California, is related to this action: *Hansen Beverage Company v. Innovations Ventures, LLC dba Living Essentials*, Case No.08-CV-1166 IEG (POR) – (the "Living Essentials"). The complaint in Living Essentials, filed on July 1, 2008, contains some claims that overlap with this case, including claims for false advertising in violation of the Lanham Act, and California's Business and Professions Code sections 17200 and 17500. Hansen Beverage Company filed both cases, and both involve substantially the same questions of law. Hansen Beverage Company suggests that assignment of this matter and Living Essentials to a single district judge is likely to effect a saving of judicial effort and other economies.

DATED: August 21, 2008

Respectfully submitted,

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